

| | | | | | | | | | |
|------------|---------|------|---|--------|-----|----------------|---------------------|----------|--------|
| Rep Order# | 6839289 | Ver# | 1 | Status | New | Traffic Order# | 08/07/2012 11:07 AM | Printed: | 1 of 3 |
|------------|---------|------|---|--------|-----|----------------|---------------------|----------|--------|

Last Received: 08/07/2012 8:47 AM

Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA.
Advertiser () CROSSROADS GPS
Product Crossroads GPS
Estimate# 882
Buyer Noelle Ramsey
Phone#
Fax#

| | | |
|-------------------------|--|---|
| Agency | () CROSSROADS MEDIA 66 CANAL CENTER PLAZA, SUITE 555 ALEXANDRIA, VA 22314 | Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY |
| Agency C/P1/P2/E | 12/11/882 | |
| Flight Dates | 08/08/2012 - 08/14/2012 | Salesperson Phone# 215-567-6005 |
| Hiatus Weeks | | Salesperson FAX# 215-567-5938 |

--- CONTRACT COMMENT ---

CLIENT: CROSSROADS GPS SC=*

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-------------|-----|-------|-----------|-------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | --- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 1 | W | 10A-11A | MILLIONAIRE | :30 | \$75.00 | 08/08-08/08 | 1 | 1 | 1 | \$75.00 | |
| Rating: 0.9 | | | | | | | | | | | | |
| | 2 | TH | 10A-11A | MILLIONAIRE | :30 | \$75.00 | 08/09-08/09 | 1 | 1 | 1 | \$75.00 | |
| Rating: 0.9 | | | | | | | | | | | | |
| | 3 | F | 10A-11A | MILLIONAIRE | :30 | \$75.00 | 08/10-08/10 | 1 | 1 | 1 | \$75.00 | |
| Rating: 0.9 | | | | | | | | | | | | |
| | 4 | M | 10A-11A | MILLIONAIRE | :30 | \$75.00 | 08/13-08/13 | 1 | 1 | 1 | \$75.00 | |
| Rating: 0.9 | | | | | | | | | | | | |
| | 5 | TU | 10A-11A | MILLIONAIRE | :30 | \$75.00 | 08/14-08/14 | 1 | 1 | 1 | \$75.00 | |
| Rating: 0.9 | | | | | | | | | | | | |
| | 6 | W | 10P-1045P | LATE NEWS | :30 | \$1,200.00 | 08/08-08/08 | 1 | 1 | 1 | \$1,200.00 | |
| Rating: 3.9 | | | | | | | | | | | | |
| | 8 | F | 10P-1045P | LATE NEWS | :30 | \$1,200.00 | 08/10-08/10 | 1 | 1 | 1 | \$1,200.00 | |
| Rating: 3.9 | | | | | | | | | | | | |
| | 10 | TU | 10P-1045P | LATE NEWS | :30 | \$1,200.00 | 08/14-08/14 | 1 | 1 | 1 | \$1,200.00 | |
| Rating: 3.9 | | | | | | | | | | | | |
| | 11 | W | 1045P-11P | SPORTSWRAP | :30 | \$500.00 | 08/08-08/08 | 1 | 1 | 1 | \$500.00 | |
| Rating: 2.1 | | | | | | | | | | | | |
| | 12 | TH | 1045P-11P | SPORTSWRAP | :30 | \$500.00 | 08/09-08/09 | 1 | 1 | 1 | \$500.00 | |
| Rating: 2.1 | | | | | | | | | | | | |

EC'd Yes Last Received: 08/07/2012 8:47 AM

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Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
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Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------|-------|--------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 25 | W-F | 2P-3P | STEVE WILKOS | :30 | \$150.00 | 08/08-08/10 | 1 | 1 | 1 | \$150.00 | |
| | 26 | M-TU | 2P-3P | STEVE WILKOS | :30 | \$150.00 | 08/13-08/14 | 1 | 1 | 1 | \$150.00 | |

---REPORT TOTALS---

Report Totals: 23 / \$10,225.00

---SALES MONTHLY TOTALS---

Aug 12: 23 / \$10,225.00
Sales Totals: 23 / \$10,225.00
Station Totals: 23 / \$10,225.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|-----------|---------|----------|----------|---------|----------|
| Market Totals | \$170,417 | CATV 0% | WAVY 46% | WGNT 0% | WPXV 0% | WTKR 26% |
| | | WTVZ 4% | WVBT 6% | WVEC 18% | | |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE